

**VERSION, WITH MARKINGS TO SHOW CHANGES MADE**

1. (Thrice Amended) A system for launching an advertisement on a computer, comprising:

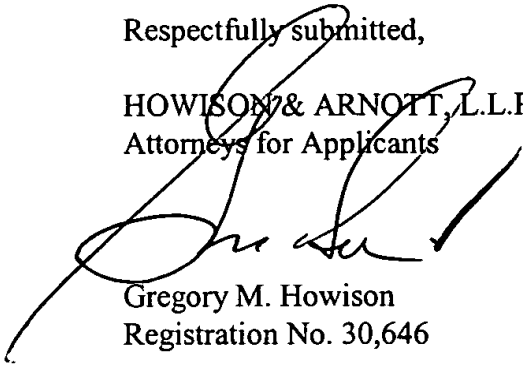
a computer having an audio input interface and a display;

5 an audio output acoustically coupled from a receiver of a broadcast source to said audio input interface for providing an audio signal having encoded therein [an] advertisement information; and

a computer program operable on said computer and responsive to said audio signal output from said receiver of said broadcast source [for reproducing said advertisement upon said display] to allow said computer program to be controlled by  
10 said advertisement information.

Respectfully submitted,

HOWISON & ARNOTT, L.L.P.  
Attorneys for Applicants



Gregory M. Howison  
Registration No. 30,646

GMH:ag

P.O. Box 741715  
Dallas, Texas 75374-1715  
Tel: 972-479-0462  
Fax: 972-479-0464  
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